



## Special Revenue Funds Expenditures

Hotel Occupancy Tax Fund

Law Enforcement Fund

Parks Improvement

& Acquisitions Fund

Municipal Court Fund

Library Fund

Tree Replacement Fund

Special Revenue  
Funds Expenditures





## **Hotel Occupancy Tax Fund - Program Description**

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This fund accounts for the levy and use of the hotel - motel bed tax. Proceeds from this tax are to be used toward tourism, community events, cultural enhancements and promotion of the City. Included is funding for the Convention & Visitors Bureau.

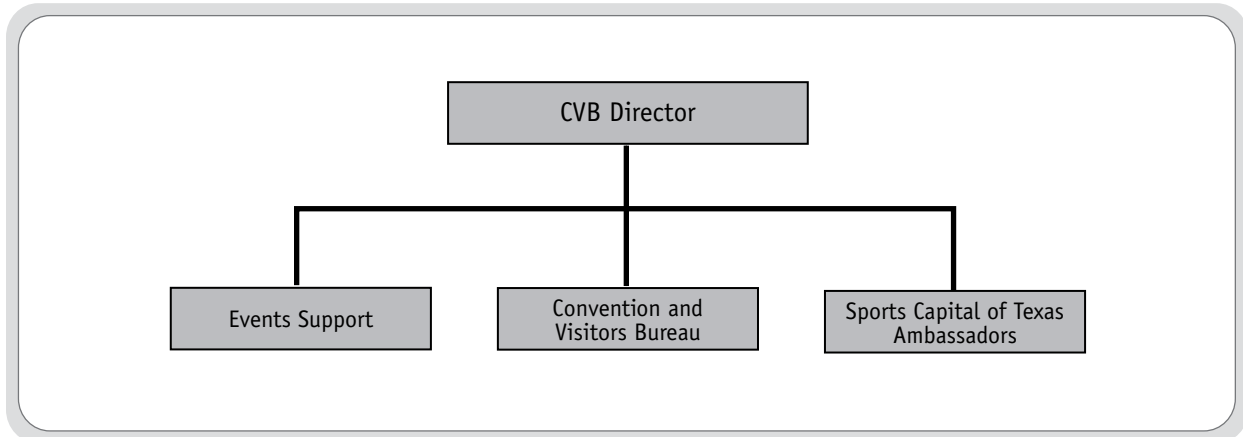
## Special Revenue Funds Expenditures

### Hotel Occupancy Tax Fund

#### Convention & Visitors Bureau

The function of this department is to implement the City's long-range Tourism Plan and represent the City in all other functions related to tourism and the Convention and Visitors Bureau (CVB). The Tourism Department consists of a Director of Convention and Visitors Bureau; a Marketing Specialist; and an Office Manager.

*Mission: To Promote Economic Diversity by Developing the Tourism Industry in Round Rock.*



#### Departmental Program Summary:

During 2003, Destination Development presented a long-range Tourism Plan. This plan outlined the activities and programs that need to be developed in order for Round Rock to become the "Sports Capital of Texas." The Round Rock City Council adopted the plan in December of 2003. This Tourism Plan was updated by Destination Development in 2008.

#### Programs:

**Events Support:** This program provides funding for special events and activities held within Williamson County. Funding will be provided for those events or activities which demonstrate they can bring money into the Round Rock economy from outside our city limits.

**Convention & Visitors Bureau:** The purpose of this program is to establish a pro-active, aggressive marketing and sales campaign for the City. The primary goal of this program is to increase occupancies of local lodging facilities and to increase tourism spending in Round Rock.

**Sports Capital of Texas Ambassadors:** The ambassadors consist of representatives from various organizations and businesses which have a stake in the tourism industry of Round Rock. The ambassador's job is to foster partnerships with the City of Round Rock, auxiliary organizations, businesses and property owners, financial institutions, Round Rock ISD, the County, educational institutions, etc. The ambassadors are charged with spreading the brand to other organizations so it becomes a community-wide focus. The ambassadors work hand-in-hand with the CVB championing the brand in the community while the CVB acts as the "Destination Marketing Organization" for the brand.

#### FY 2008-09 Highlights:

The CVB focused on bringing quality events and conventions to the City and encouraging these visitors to spend their money at Round Rock businesses.

- Created Sports Capital of Texas Ambassadors.
- Implemented a referral plan for hoteliers to local businesses and a program to gather, print and distribute local business information to tournament and convention attendees.
- Won four Savvy Awards (National Recognition)

**FY 2009-10****Overview and Significant Changes:**

The CVB is focusing on implementing the recommendations submitted in the 2008 Updated Tourism Plan.

- Development of an indoor Sports Complex.
- Continue marketing plan and public relations campaigns and aggressively recruit tournaments and conferences to Round Rock and implement wayfinding for tourists.
- Community Awareness Campaign

**New Programs for FY 2009-10:**

The Convention and Visitor's Bureau is proposing no new programs in FY 2009-10.

**FY 2010-11 Overview and Beyond:**

The CVB will continue to use sales and marketing efforts to find new ways to promote Round Rock as new tourism products come online.

- Indoor Sports Complex

## Special Revenue Funds Expenditures

### Hotel Occupancy Tax Fund

#### Departmental Goals:

- Be diligent in measuring the return on investment for the CVB.
- Implement the City of Round Rock tourism Way Finding Plan. (City Goal 3)

<b>Objective:</b> Implement tourism directional Way Finding Signage Plan.	<b>Actual 06-07</b>	<b>Actual 07-08</b>	<b>Forecast 08-09</b>	<b>Forecast 09-10</b>
% of construction of directional signage complete	N/A	N/A	N/A	100%

**Trend:** The RFP and selection process for design is the foundation for the entire project. Project implementations anticipated in 2009.

<b>Objective:</b> Continually evaluate and update tourism directional signage plan.	<b>Actual 06-07</b>	<b>Actual 07-08</b>	<b>Forecast 08-09</b>	<b>Forecast 09-10</b>
Signage plan updated	Yes	N/A	Yes	N/A

**Trend:** This measure was implemented during FY 2009, and is on a two-year cycle.

- Continue aggressive sales and marketing effort. (City Goal 1)

<b>Objective:</b> Continue marketing efforts for trade shows, direct mail and other activities. Continue to build relationships and network with target markets.	<b>Actual 06-07</b>	<b>Actual 07-08</b>	<b>Forecast 08-09</b>	<b>Forecast 09-10</b>
Marketing/PR percentage of budget	39%	27%	23%	29%
Trade shows/Direct marketing	5/3	11/12	10/5	10/5
Building relationships/Networking	Ongoing	Ongoing	Ongoing	Ongoing

**Trend:** This is the CVB's core business and will always be a department goal. This year the CVB will continue to focus on its internal audience through public relations and marketing efforts. A significant focus this year will also be internal target markets.

- Provide exceptional service to our guests. (City Goal 5.2)

<b>Objective:</b> Provide promotional items and tourist information and materials before/during conferences and tournaments.	<b>Actual 06-07</b>	<b>Actual 07-08</b>	<b>Forecast 08-09</b>	<b>Forecast 09-10</b>
Number of promotional items/printed materials	234,138*	89,334*	63,000	69,000

**Trend:** With an Event Coordinator on staff, a plan has been developed to provide exceptional service to our guests. Actual promotional items and printed materials may vary in numbers from projections because of conferences/tournaments that come up during the year.

\* Games of Texas included in these years.

**Departmental Goals: (cont.)**

**Objective:** Promote local businesses (especially restaurants & attractions) to encourage tourism and serve as a resource to conference/tournament planners for needed services (i.e. RFPs for hotels, transportation, caterers, volunteers, etc.).

	Actual 06-07	Actual 07-08	Forecast 08-09	Forecast 09-10
RFPs sent to hotels	25	37	35	35
Promotional activities	Ongoing	Ongoing	Ongoing	Ongoing

**Trend:** The economy has slowed the meetings market.

- Monitor the Visitor Information Center to improve and enhance service/information for visitors.

**Objective:** Supply resource materials and monitor distribution.

	Actual 06-07	Actual 07-08	Forecast 08-09	Forecast 09-10
Number of materials supplied	1,000	1,000	1,000	1,000

**Trend:** The Visitor Information Center has moved to the Premium Outlet Center.

- Distribute Round Rock information at various outlets.

**Objective:** Supply resource materials.

	Actual 06-07	Actual 07-08	Forecast 08-09	Forecast 09-10
Number of materials supplied	213,317	79,700	75,000	75,000

**Trend:** This includes visitor packets, Certified Folder, hotels, eBrochures, etc.

**Summary of Key Measurement Indicators:**

Measurement Indicators	Actual 2007-08	Estimated 2008-09	Projected 2009-10
<b>Demand</b>			
Number of Budgeted Positions	4.0	4.0	4.0
<b>Input</b>			
Operating Expenditures (\$)	\$524,554	\$791,445	\$772,403
Number Authorized FTEs	3.50	3.50	3.50
<b>Output</b>			
% Increase in number of Tournaments/Conferences Recruited and Assisted	* -7%	5%	5%
<b>Efficiency</b>			
Number of Conferences/Tournaments Recruited/Assisted	43	45	47
Number of RFPs Sent to Hotels	37	35	35
<b>Effectiveness</b>			
% of Customers Rating Customer Service as Above Average or Excellent	92%	92%	92%

\* Decline due to closure of the Old Settlers Park ballfields for renovations.

## Special Revenue Funds Expenditures

### Hotel Occupancy Tax Fund

#### Hotel Occupancy Tax Fund

#### Summary of Expenditures:

Account Title	2007-08 Actual	2008-09 Approved Budget	2009-10 Approved Budget
<b>Multi-Purpose Stadium/Convention Facility</b>			
Transfer to Debt Service Fund at Trustee Bank	\$715,000	\$710,000	<b>\$716,000</b>
Property Insurance	35,000	40,000	<b>50,000</b>
Contingency and Trustee Fees	4,414	45,000	<b>45,000</b>
Capital Repair at Trustee Bank	11,565	75,000	<b>75,000</b>
Transfer to Capital Improvement Fund	100,000	100,000	<b>100,000</b>
Sub - Total	865,979	970,000	<b>986,000</b>
<b>Tourism Events</b>			
Round Rock Baseball Tournaments	0	14,000	<b>14,000</b>
Varsity Sports Marketing Group	0	5,000	<b>5,000</b>
United Martial Artist for Community Development	0	5,000	<b>5,000</b>
Fiesta Amistad	1,500	1,500	<b>1,500</b>
Super Series National	10,000	0	<b>0</b>
Sub - Total	11,500	25,500	<b>25,500</b>
<b>Arts Support</b>			
Choir	8,000	0	<b>0</b>
Sam Bass Theater	5,000	0	<b>0</b>
Community Master Plan	0	0	<b>13,000</b>
Contingency -Mid year events	0	29,000	<b>25,000</b>
Sub - Total	13,000	29,000	<b>38,000</b>

**Hotel Occupancy Tax Fund****Summary of Expenditures: (cont.)**

<b>Account Title</b>	<b>2007-08 Actual</b>	<b>2008-09 Approved Budget</b>	<b>2009-10 Approved Budget</b>
<b>Tourism Support</b>			
Tourism Study	\$21,005	\$9,745	\$0
Sub - Total	21,005	9,745	0
<b>Convention &amp; Visitors Bureau</b>			
Personnel	226,022	294,441	303,125
Contractual Services	141,540	261,169	241,135
Materials & Supplies	20,695	35,335	27,643
Other Services & Charges	132,594	200,500	200,500
Capital Outlay	3,703	0	0
Sub-Total	524,554	791,445	772,403
<b>Capital Projects</b>			
Transfer to Capital Project Fund	500,000	500,000	425,000
Sub - Total	500,000	500,000	425,000
Fund Total	\$1,936,038	\$2,325,690	\$2,246,903



## Special Revenue Funds Expenditures

### Hotel Occupancy Tax Fund

#### Hotel Occupancy Tax Fund

#### Convention & Visitors Bureau

Authorized Personnel	Positions			Full Time Equivalents		
	2007-08 Actual	2008-09 Revised	2009-10 Approved	2007-08 Actual	2008-09 Revised	2009-10 Approved
Executive Director - Community Development	1	1	1	0.50	0.50	0.50
Director CVB	1	1	1	1.00	1.00	1.00
Marketing Assistant	1	1	1	1.00	1.00	1.00
Office Manager	1	1	1	1.00	1.00	1.00
Total	4	4	4	3.50	3.50	3.50



## **Law Enforcement Fund - Program Description**

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This fund accounts for the forfeiture of contraband gained from the commission of criminal activity. Proceeds from this fund are to be used for law enforcement purposes.

## Special Revenue Funds Expenditures

### Law Enforcement Fund

#### Law Enforcement Fund

#### Summary of Expenditures:

Account Title	2007-08 Actual	2008-09 Approved Budget	2009-10 Approved Budget
<b>Local</b>			
Machinery & Equipment	\$66,246	\$0	\$0
Vehicles	144,509	0	0
Buildings and Improvements	7,890	0	0
Audio/Visual Equipment	26,610	0	0
Computer Equipment	38,878	0	0
Computer Software	34,800	0	0
Sub - Total	318,933	0	0
<b>Federal</b>			
Machinery & Equipment	7,547	0	0
Vehicles	20,519	0	0
Audio/Visual Equipment	15,900	0	0
Computer Equipment	51,119	0	0
Sub - Total	95,085	0	0
Fund Total	\$414,018	\$0	\$0



## **Parks Improvement & Acquisitions Fund**

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This fund accounts for the collection and expenditure of fees from two specific parks and recreation related sources: sports league teams fees used for the improvement and maintenance of facilities; and, park development fees collected from developers of subdivisions who choose to provide cash in lieu of designating parkland. These funds are restricted based on guidelines provided in the subdivision ordinance.

## Special Revenue Funds Expenditures

### *Parks Improvement & Acquisitions Fund*

#### **Parks Improvement & Acquisitions Fund**

#### **Summary of Expenditures:**

<b>Account Title</b>	<b>2007-08 Actual</b>	<b>2008-09 Approved Budget</b>	<b>2009-10 Approved Budget</b>
<b>Parkland Development</b>			
Parkland Development	\$35,072	\$406,132	<b>\$319,819</b>
Sub - Total	35,072	406,132	<b>319,819</b>
Fund Total	\$35,072	\$406,132	<b>\$319,819</b>





## **Municipal Court Fund - Program Description**

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This fund accounts for fees collected on conviction of certain Municipal Court offenses and is intended to enhance the safety of children, provide technology for processing court cases, and create a security plan for the courtroom.

## Special Revenue Funds Expenditures

### Municipal Court Fund

#### Municipal Court Fund

#### Summary of Expenditures:

Account Title	2007-08 Actual	2008-09 Approved Budget	2009-10 Approved Budget
<b>Child Safety Fines</b>			
School Crosswalk Upgrades	\$6,854	\$20,000	<b>\$20,000</b>
Sub - Total	6,854	20,000	<b>20,000</b>
<b>Technology Fees</b>			
Computer Equipment	10,029	38,600	<b>47,000</b>
Computer Software	0	11,760	<b>11,750</b>
Equipment & Machinery	9,413	0	<b>0</b>
Supplies	433	5,000	<b>2,500</b>
Training Expenses/Maintenance	1,158	1,000	<b>500</b>
Travel Expenses	0	500	<b>250</b>
Sub - Total	21,033	56,860	<b>62,000</b>
<b>Security Fees</b>			
Security Services	28,128	35,000	<b>35,000</b>
Training Expenses/Maintenance	138	600	<b>600</b>
Sub - Total	28,266	35,600	<b>35,600</b>
Fund Total	\$56,153	\$112,460	<b>\$117,600</b>



## **Library Fund - Program Description**

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This fund accepts donations by patrons of the library for various books and videos to be purchased and housed in the Library.

## Special Revenue Funds Expenditures

### Library Fund

#### Library Fund

#### Summary of Expenditures:

Account Title	2007-08 Actual	2008-09 Approved Budget	2009-09 Approved Budget
<b>Round Rock Public Library</b>			
Books & Materials	\$226	\$3,000	<b>\$10,000</b>
Sub - Total	226	3,000	<b>10,000</b>
Fund Total	\$226	\$3,000	<b>\$10,000</b>



### **Tree Replacement Fund - Program Description**

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This fund accounts for developer contributions used solely for the purpose of purchasing and planting trees in public rights-of-way, public parkland or any other city-owned property.



## Special Revenue Funds Expenditures

### *Tree Replacement Fund*

#### Tree Replacement Fund

#### Summary of Expenditures:

Account Title	2007-08 Actual	2008-09 Approved Budget	2009-10 Approved Budget
<b>Tree replacement</b>			
Tree Planting	\$24,990	\$315,870	<b>\$350,000</b>
Sub - Total	24,990	315,870	<b>350,000</b>
Fund Total	\$24,990	\$315,870	<b>\$350,000</b>